

DUPLICATE

## INVOICE



**WXII**  
**700 Coliseum Drive**  
**Winston-Salem, NC 27106**  
**Main: (336)721-9944**  
**Billing: (410)338-6432**

www.wxii12.com

Billing Address:

**Specialized Media Services INC.**  
**Attention: Accounts Payable**  
**Discovery Place**  
**C/O Specialized Media Services**  
**741 Kenilworth Ave., Suite 204**  
**Charlotte, NC 28204**

Send Payment To:

**WXII**  
**PO Box 26888**  
**Lehigh Valley, PA 18002-6888**

Invoice #	Invoice Date	Invoice Month	Invoice Period
952584-1	10/28/12	October 2012	10/01/12 - 10/28/12

Station	Account Executive	Sales Office	Sales Region
WXII	WXII House Local WXII Hous	Winston Salem	Local

Advertiser	Product	Estimate Number
Dillon & Robinson/R/Court	NC Court of Appeals	

Flight Dates	Order #	Alt Order #
10/15/12 - 11/10/12	952584	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
8007		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/15/12	10/21/12	M-F WXII 12 News @ 5 p 5-6pm		- TWTF - -	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/15/12	10/21/12	- TWTF - -				1	\$600.00	
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 WXII	Tu	10/16/12	5:41 PM	M-F WXII 12 News @ 5 pm	5-6pm	:30	ROBINSONDI LLONREVI SED	\$600.00	NM
2	10/22/12	10/28/12	M-F WXII 12 News @ 5 p 5-6pm		MTWTF - -	:30	2	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/22/12	10/28/12	MTWTF - -				2	\$600.00	
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2 WXII	M	10/22/12	5:21 PM	M-F WXII 12 News @ 5 pm	5-6pm	:30	ROBINSONDI LLONREVI SED	\$600.00	NM
1 WXII	Tu	10/23/12	5:57 PM	M-F WXII 12 News @ 5 pm	5-6pm	:30	ROBINSONDI LLONREVI SED	\$600.00	NM
3	10/22/12	11/04/12	NBC Today Show	7-9am	MTWTF - -	:30	1	\$1,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/22/12	10/28/12	MTWTF - -				1	\$1,000.00	
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 WXII	Tu	10/23/12	8:26 AM	NBC Today Show	7-9am	:30	ROBINSONDI LLONREVI SED	\$1,000.00	NM
4	10/15/12	10/21/12	NBC Today Show	7-9am	- TWTF - -	:30	1	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/15/12	10/21/12	- TWTF - -				1	\$500.00	
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 WXII	W	10/17/12	8:49 AM	NBC Today Show	7-9am	:30	ROBINSONDI LLONREVI SED	\$500.00	NM
7	10/15/12	10/21/12	M-Su WXII 12 News @ 11-1135pm		- TWTF - -	:30	2	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/15/12	10/21/12	- TWTF - -				2	\$600.00	
Spots: # Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1 WXII	W	10/17/12	11:10 PM	M-Su WXII 12 News @ 11 pm	11-1135pm	:30	ROBINSONDI LLONREVI SED	\$600.00	NM
2 WXII	Th	10/18/12	11:24 PM	M-Su WXII 12 News @ 11 pm	11-1135pm	:30	ROBINSONDI LLONREVI SED	\$600.00	NM
8	10/22/12	10/28/12	M-Su WXII 12 News @ 11-1135pm		MTWTF - -	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/22/12	10/28/12	MTWTF - -				1	\$600.00	

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log



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**WXII**  
**PO Box 26888**  
**Lehigh Valley, PA 18002-6888**

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952584-1	10/28/12	October 2012	10/01/12 - 10/28/12
Advertiser	Product	Estimate Number	
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www.wxii12.com

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Total Spots							11																																			

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$8,700.00</b>
<u>Agency Commission</u>	<b>\$1,305.00</b>
<u>Net Amount Due</u>	<b>\$7,395.00</b>